

I Claim:

1. A pull strip actuated pusher assembly for up-front merchandise display, which comprises,
  - (a) an elongated base member having front and back ends and formed with parallel opposite side edge portions and longitudinally extending support surfaces,
  - (b) a pusher sled slideably supported and guided on said base member for engaging displayed merchandise and for supporting and positioning merchandise at a front of a display,
  - (c) a pull strip member supported on said base member and guided thereon for longitudinal sliding movement independently of said pusher sled,
  - (d) said base member having confining elements cooperating with limited portions of said pull strip member adjacent the front end of said base member to confine said pull strip member vertically with respect to said base member,
  - (e) said pull strip having a vertically upwardly extending element adjacent a back end portion thereof for engagement with a rearwardly facing surface of said pusher sled whereby said pusher sled can be advanced forwardly by said pull strip,
  - (f) motion limiting means for restricting maximum forward and rearward movements of said pusher sled on said base member,
- 20 (g) said pusher sled having opposite side flanges for locking engagement with opposite side edge portions of said base member,

- (h) said pusher sled having a snap-together assembly with said base member after engagement of said pull strip with said confining elements,
  - (i) portions of said pull strip member spaced rearwardly of said confining elements being vertically confined by said pusher sled,
- 5 (j) said pusher sled frictionally gripping said base member such that said pusher sled tends to remain fixed in a position to which it is drawn by actuation of said pull strip.

2. A pull strip actuated pusher assembly according to claim 1, wherein
- 10 (a) said confining elements comprise a pair of opposed confinement tabs integral with said base member and overlying opposite side edge margins of said pull strip member,
  - (b) said pull strip member having a forward limit position determined by engagement with said pusher sled when said pusher sled is in a position of
  - 15 maximum forward movement on said base member,
  - (c) said confinement tabs being positioned to overlie a portion of said pull strip when said pull strip is in said forward limit position, and
  - (d) said pusher sled providing vertical confinement of said pull strip over portions thereof lying between said base member and said pusher sled.

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3. A pull strip actuated pusher assembly according to claim 1, wherein

(a) the side flanges of said pusher sled and the side edge portions of said base member have cooperating inclined surfaces accommodating vertically downward snap-together assembly of said pusher sled onto said base member at a position between said motion limiting means.

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4. A pull strip actuated pusher assembly for up-front merchandise display, which comprises,

(a) a molded plastic base member for mounting on a product display site,

(b) said base member being elongated in a front to back direction and having spaced apart, parallel side edges,

(c) a pull strip member slidably supported on said base member and engageable at the front of said base member,

(d) said base member having confinement means adjacent a front end thereof for vertical confinement of said pull strip member, said pull strip member being free of vertical confinement by said base member over the extent thereof rearward of said confinement means,

(e) a pusher sled slidably mounted on said base member for frictionally restrained forward and rearward movement thereon independently of said pull strip,

(f) said pusher sled overlying said pull strip member and providing vertical confinement thereof in regions of said pull strip member underlying said pusher sled,

(g) said pusher sled being adapted for vertically downward snap-on assembly with said base member when said pull strip is supported thereon.

5. A pull strip actuated pusher assembly according to claim 4, wherein
  - 5 (a) said pull strip has abutment means adjacent a back end thereof engageable with a rearwardly facing surface of said pusher sled for moving said sled in a forward direction,
  - (b) an abutment stop is positioned to limit forward movement of said pusher sled on said base member, and
- 10 (c) abutment means are positioned to limit rearward movement of said pull strip on said base member.

6. A pull strip actuated pusher assembly according to claim 5, wherein
  - (a) said pusher sled has side flanges slidably engageable with opposite side edges of said base member,
  - (b) at least one of said side flanges or said side edges is formed with angled surfaces enabling vertically downward, snap-on assembly of said pusher sled to said base member.

- 20 7. A pull strip actuated pusher assembly according to claim 5, wherein

(a) said abutment means limiting rearward movement of said pull strip is positioned such that at least a portion of said pull strip adjacent the front of said base member is accessible for manual engagement.

5 8. A pull strip actuated pusher assembly for up-front merchandise display, which comprises,

(a) an elongated base member having front and back ends and formed with parallel opposite side edge portions and longitudinally extending support surfaces,

(b) a pusher sled slideably supported and guided on said base member for 10 engaging displayed merchandise and for supporting and positioning merchandise at a front of a display,

(c) a pull strip member supported on said base member and guided thereon for longitudinal sliding movement independently of said pusher sled,

(d) said base member having confining elements cooperating with limited 15 portions of said pull strip member adjacent the front end of said base member to confine said pull strip member vertically with respect to said base member,

(e) said pull strip having a first vertically upwardly extending element adjacent a back end portion thereof for engagement with a rearwardly facing surface of said pusher sled whereby said pusher sled can be advanced forwardly by said pull 20 strip,

(f) said pull strip having a second vertically upwardly extending element spaced forwardly of said first upwardly extending element for engagement with a

forwardly facing surface of said pusher sled whereby said pusher sled can be moved rearwardly by said pull strip,

(g) motion limiting means for restricting maximum forward and rearward movements of said pusher sled on said base member,

5 (h) said pusher sled having opposite side flanges for locking engagement with opposite side edge portions of said base member,

(h) said pusher sled having a snap-together assembly with said base member, between said first and second upwardly extending elements, after engagement of said pull strip with said confining elements,

10 portions of said pull strip member spaced rearwardly of said confining elements being vertically confined by said pusher sled.

9. A pull strip actuated pusher assembly according to claim 8, wherein

(a) at least one of (i) the opposite side flanges of said pusher sled and (ii) the  
15 opposite side edge portions of said base member being angled to facilitate vertically downward snap-on assembly of said pusher sled onto said base member.

10. A pull strip actuated pusher assembly for up-front merchandise display,

20 which comprises,

(a) an elongated base member having front and back ends and formed with parallel opposite side edge portions and longitudinally extending support surfaces,

- (b) a pusher sled slideably supported and guided on said base member for engaging displayed merchandise and for positioning merchandise at a front of a display,
- (c) a pull strip member supported on said base member and guided thereon for longitudinal sliding movement,
- 5 (d) said pull strip member having engagement with said pusher sled whereby said pusher sled can be advanced forwardly by said pull strip,
- (e) a return spring connected to said pull strip and to said base member, whereby when said pull strip member is released from an extended position said
- 10 return spring tends to return said pull strip to a retracted position.

- 11. A pull strip actuated pusher assembly according to claim 10, wherein
  - (a) said pull strip member is supported for movement independently of said pusher sled, and
  - 15 (b) said pull strip member is provided with a an element engageable with said pusher sled for moving said pusher sled in a forward direction with said pull strip member.
- 12. A pull strip actuated pusher assembly according to claim 10, wherein
  - 20 (a) said return spring comprises a self-coiling steel strip,
  - (b) said base member is provided adjacent a back end portion thereof with a confinement housing for said return spring,

(c) a free outer end of said return spring is attached to said pull strip member.

13. A pull strip actuated pusher assembly according to claim 10, wherein

(a) said pusher sled has opposite side flanges for locking engagement with

5 opposite side edge portions of said base member, and

(b) said pusher sled having a snap-together assembly with said base member,

between said first and second upwardly extending elements, after engagement of

said pull strip with said confining elements,